



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

For Immediate Release

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NOT ME, NOT NOW® SIGNS TWO MORE STATES *As teen pregnancy rates decrease in Monroe County*

Monroe County Executive Jack Doyle today announced he has signed licensing agreements to permit the states of New Hampshire and Connecticut to use Not Me, Not Now® as their statewide teen pregnancy prevention media campaign.

“More communities are using Monroe County’s campaign because our commercials and collateral are positive and produced with the utmost quality in mind,” said Doyle. “Kids believe in our brand name because we’re just as cool as the advertisements they’re being bombarded with on MTV.”

The New Hampshire Department of Health signed a one-year agreement and the Connecticut Department of Public Health signed a two-year contract, which allows both the right to use the Not Me, Not Now® trademarked television and radio commercials. Total licensing fees amount to \$13,000. All funds generated by licensing agreements are returned to the program.

Since the inception of Not Me, Not Now® in 1993, the rate of teen pregnancies per 1,000, among 15-17 year-olds, has decreased 31% in Monroe County.

Not Me, Not Now® is a major mass media communications campaign which encourages youth, ages 9 to 14, to resist the pressure to become sexually active. The program relies on kids to deliver a message to their peers that stresses the importance of goal setting and how a pregnancy could foil their plans.

For parents, Not Me, Not Now® offers free booklets called, “Unlocking the Secret: A Parent’s Guide to Communicating With Your Kids” about sex and personal issues, which are available at doctors’ offices and libraries; a complementing video, available as a free rental at libraries and Wegmans Home Video Stores; and parent workshops in the fall and spring.

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Not Me, Not Now release/Page 2

Not Me, Not Now® is funded by Monroe County and managed by the county's Department of Communications and Special Events, and Department of Health. Other license agreements for the program includes: the states of Maine, Virginia and New York; and county health organizations in Kansas, Florida, South Carolina, Texas and Ohio.

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*For further information, call:
Communications & Special Events at 428-2380
Visit us on the web: www.co.monroe.ny.us*